

Small Business Council Ad Hoc Committee Meeting

Media Project for Cal-PCA training

September 2015 Ad Hoc Committee Meeting

Initial BULLET POINTS FOR SMALL BUSINESS/DVBE UTILIZATION VALUE

There are a number of compelling reasons to strive for consistent achievement of the state's small business and Disabled Veteran Business Enterprise procurement goals.

- Meeting the small business procurement target is required by Governor's Executive Order; DVBE is required by statute (Military & Veterans Code §9900 et seq.)
- The expansion of business activity at the micro- and small business level expands tax revenues to the state. For every new business and each new employee, tax receipts increase dramatically and consistently.
- Employment increases: California's small businesses average 5.8 employees per establishment.
- This is an opportunity program; small businesses and DVBEs need a leg up, not a hand out to even out the advantages that come with deeper pockets.
- It's good for the local and state economy. Small business growth fuels economic expansion and tax revenue, and reduces unemployment. (Right now, for instance, the Unemployment Insurance fund is over \$7 billion dollars in the red.)
- This program is also a diversity program. Small businesses and DVBEs also comprise women- and minority-owned businesses, often concentrated in communities where their economic impact is essential.

December 1, 2015 Ad Hoc Committee Meeting

Revised BULLET POINTS FOR SMALL BUSINESS/DVBE UTILIZATION VALUE

There are a number of compelling reasons to strive for consistent achievement of the state's small business and Disabled Veteran Business Enterprise procurement goals.

- Meeting the small business procurement target is required by Governor's Executive Order; DVBE is required by statute (Military & Veterans Code §9900 et seq.)
- The expansion of business activity at the micro- and small business level expands tax revenues to the state. For every new business and each new employee, tax receipts increase dramatically and consistently. It's good for the local and state economy. Small business growth fuels economic expansion and tax revenue, and reduces unemployment. (Right now, for instance, the Unemployment Insurance fund is over \$7 billion dollars in the red.)
- Employment increases: California's small businesses average 5.8 employees per establishment. This is an opportunity program; Small businesses need a level playing field when it comes to competing for state and local procurement dollars. This isn't a handout for small businesses or even a hand up; it is about transparency, accountability and competition (TAC), for state taxpayer dollar and ultimately California job creation. All future criteria must provide TAC parity and compliance with the Governor's Executive Order for all small businesses.
- This program is also a diversity program. Small businesses and DVBEs also comprise women- and minority-owned businesses, often concentrated in communities where their economic impact is essential.
- Use of the SB / DVBE off-ramp option

March 22, 2016 Ad Hoc Committee Meeting

Initial Questions to be considered in the media presentation

1. Why do business with the State of California?
2. In working with the SB/DVBE Advocates, please provide two examples of how it has been helpful to your business?
3. State Departments require prompt responses to their requests for quotes or fair and reasonable pricing. How are you prepared to meet that need?
4. State buyers are constantly looking for you to “sharpen your pencil.” What are some ways you accomplish that?
5. Small and disabled veteran businesses typically work harder for state dollars than large market retailers. What positive feedback have you received from state departments on your level of service?
6. Following the purchase from cradle to grave can be cumbersome. Errors can occur and challenges sometimes arise. What do you do to ensure follow up and customer satisfaction?
7. In regards to the SB/DVBE Option, how has it affected your business?
8. How is the SB/DVBE option faster than normal procurement methods?
9. How does the SB/DVBE Option benefit my department?
10. What resources are available to help me as a buyer use the SB/DVBE Option?
11. How does the SB/DVBE Option benefit me as a buyer?

June 2, 2016 Ad Hoc Committee Meeting

CONFERENCE CALL WITH SENSIS AGENCY

- Last week we had a meeting with Sensis Agency a full service advertising agency on preliminary discussions of content development and strategy for SB video
- Sensis Agency will provide in kind services for the development of this SB video production and the state will provide support and assistance in video footage, establishing shots, etc.
- The team has developed some preliminary interview questions aimed at the state’s purchasing officials/buyers convincing them that the use of the SB/DVBE Option is superior to other methods of purchasing, to tell their story why buying from SB is smart business, etc.
- There will be further campaign development promoting the message using select council members, DGS executive staff, infographics, etc.
- Once completed this video will be placed on the DGS website, used in Cal PCA training and links to other websites.
- Last we hope to complete this strategic goal by December 2016 at the very latest. But with all hands on deck we hope to cut that time in half.
- Are there any questions that Angel or I can answer?